

09-05-06

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Dated: September 1, 2006

Signature:

(Diane Valeta)

Docket No.: 62834(52303)  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Noubar B. Afeyan et al.

Application No.: 10/053,353

Confirmation No.: 5804

Filed: November 9, 2001

Art Unit: 2129

For: METHOD AND APPARATUS FOR  
DYNAMIC, REAL-TIME MARKET  
SEGMENTATION

Examiner: W. L. Starks

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

The attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Supplemental Information Disclosure Statement is filed more than three months after the U.S. filing date, and after the mailing date of the first Office Action on the merits, but before the mailing date of a Final Office Action or Notice of Allowance. The fee required by Rule 1.97(c)(2) is authorized below to be charged to our Deposit Account.


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Dated: September 1, 2006

Respectfully submitted,

By 

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<b>Substitute for form 1449A/B/PTO</b>  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>				<b>Complete if Known</b>	
				Application Number	10/053,353-Conf. #5804
				Filing Date	November 9, 2001
				First Named Inventor	Noubar B. Afeyan
				Art Unit	2129
				Examiner Name	W. L. Starks
Sheet	1	of	1	Attorney Docket Number	62834(52303)

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	AA*	US-2004/0123247-A1	06-24-2004	Wachen et al.	
	AB*	US-6,934,748-B1	08-23-2005	Louviere et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>2</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)	MM-DD-YYYY			

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